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TELEVISION / 49
Fox gets lukewarm reception to new program schedule

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Unistar's Verbitsky tracks networks' past with eye on future

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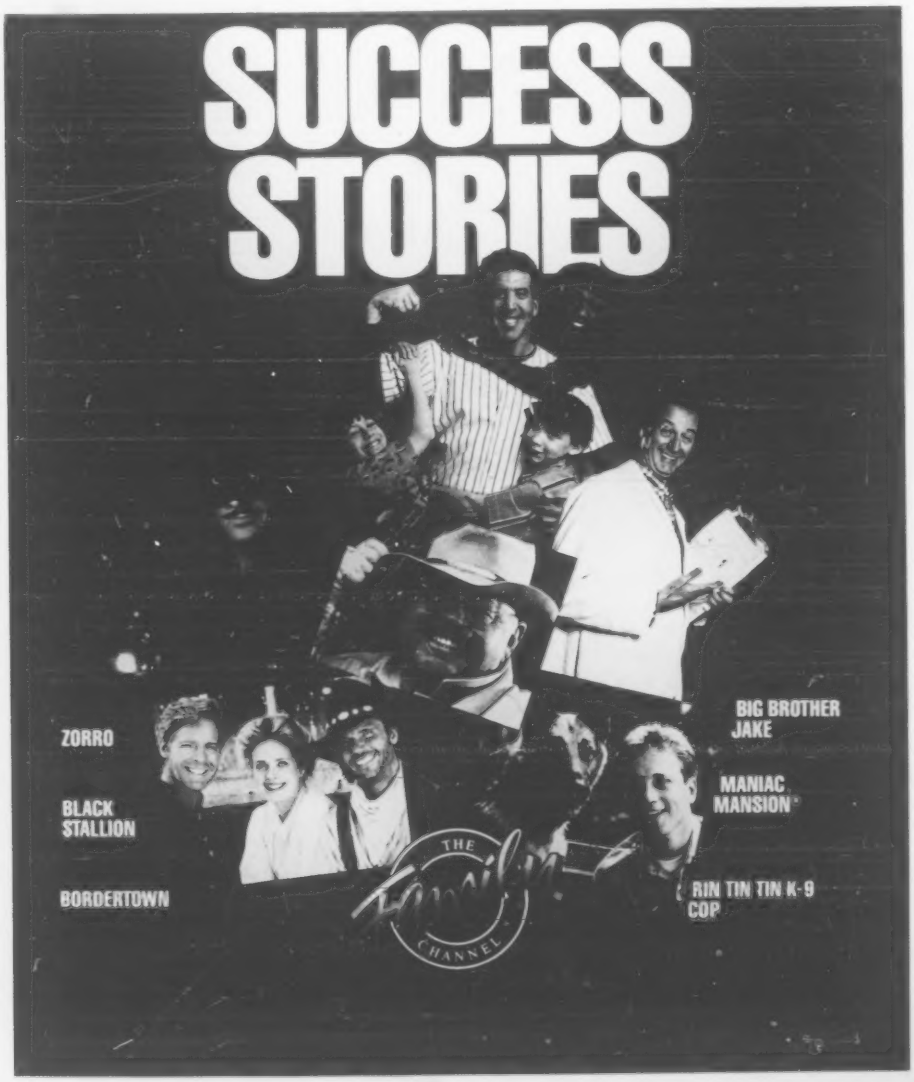
TNT reorganizes; urban markets untapped resource for cable

BUSINESS / 63
Cross-media marketing looks good on paper, but will it fly?



Vol. 119 No. 15

The Early Returns

Basketball

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THIS WEEK

35 / GETTING THE AX

As the new season begins, cancellations and reshuffling of network schedules are also underway. So far, CBS is removing two series and has reworked three nights on its prime time schedule. At NBC, Entertainment President Warren Littlefield answered rumors about impending changes on his schedule by giving two underperformers a vote of confidence—but only for the present.

Meanwhile, stations are still waiting for a viable contender among first-run syndication entries as they decide whether to tough it out with new game and reality shows—many of which are performing poorly—or make some moves.

37 / WONDERING

Turner Program Services completed its marketing plan last week for the anticipated off-network launch of *The Wonder Years*, in an offering that TV executives say is reminiscent of the sales strategy Viacom Enterprises put together for the controversial 1988-89 off-network launch of *The Cosby Show*. In fact, Viacom's ex-syndication president, Joe Zaleski, the man widely credited for developing the *Cosby* marketing plan, worked as an independent consultant with TPS and New World executives to fashion the *Wonder Years*' off-network blueprint.

CBS's 'E.A.R.T.H. Force' is early prime time casualty (page 35)

'D.E.A.' is among new Fox shows off to poor start (page 49)

43 / SHOOTING HOOPS

As NBC takes the court to carry its first NBA season, and as TNT continues to carry professional basketball above the 50 million subscriber mark, the league will see its total TV and radio revenue increase from about $160 million to more than $320 million, thanks mainly to nearly tripled national TV rights fees, as well as an expected 22% increase in aggregate local TV and radio rights. Meanwhile, CBS, ESPN and Raycom Sports continue to dominate the layers of college basketball rights holders, all preparing to present hundreds of games—mainly in weeknight prime time—perhaps all prelude to the coming season's great experiment: highlights of the entire NCAA tournament on CBS.

49 / LACKLUSTER BEGINNING

Despite the buzz generated by Fox toward the end of last season, mostly attributable to the break-out popularity of *The Simpsons*, its momentum seems to have cooled during the summer. However, Fox says the real determinant of how the network will fare this season will come when original episodes of *The Simpsons* begin. "Until we have at least another couple of weeks behind us, we won't be able to determine how we're doing," said Jamie Kellner, president of Fox Broadcasting.

50 / NEW TALK

The format for Paramount's new talk show, *The Maury Povich Show*, will differ somewhat from existing afternoon talk shows. *Povich* will address up to three topics per show and set up pieces produced from the field each day. Station clearances have climbed to 50% with those signing on citing Povich's success with *A Current Affair* and discounting his past track record as a local talk show host, when his ratings were marginal.

54 / UNISTAR TREK

In less than 10 years Unistar Radio Networks has expanded from a producer-distributor of radio programs to one of the largest radio networks in the U.S. In this exclusive "At Large" interview, Co-Chairman/Chief Executive Officer Nick Verbitsky charts Unistar's rapid growth, discusses radio's current financial health and shares his thoughts on where the industry is headed as the Fifth Estate closes in on the next century.

59 / SPLIT PERSONALITIES

Following Turner Entertainment Network President Gerry Hogan's departure, TNT Executive

Vice President Scott Sassa and Terence McGuirk, president of Turner Sports, have been promoted and will split Hogan's duties.

60 / CITYSCAPE

Cablevision's Chuck Dolan says that the cable industry should tap the potential of urban markets, trying to meet the multicultural and multilingual demands of the diverse populations there.

63 / CROSS-MEDIA AT THE CROSSROADS

Cross-media packages are in the news again as the Gannett Co., owner of seven AM's, nine FM's, 10 TV's and more than 85 newspapers, announces that for the second time in six years, the company will offer one-stop shopping to advertisers. Advertisers and media buyers are still not sold on the idea, however, feeling that in some cases it is a "solution looking for a problem."

67 / CBS SHUFFLE

CBS has restructured the CBS/Broadcast Group, bringing back former executive Peter Lund as executive vice president of the CBS/Broadcast Group and as president, CBS Marketing. With Lund coming back, CBG President Howard Stringer announced that Tom Leahy, currently president of CBS Marketing, has been named senior vice president of CBG, reporting to Stringer. Leahy, who has been with the network for almost 30 years, will retire in 18 months at age 55. Lund most recently was president of Multimedia Entertainment. Prior to that he spent 10 years at CBS in a variety of positions, including president of CBS Sports and president of the CBS Television Stations Division. In his new position, Lund will oversee both the Television Stations Division and the Radio Division, two areas that used to report to Stringer.

Unistar's Nick Verbitsky (page 54)

70 / SETTING STANDARDS

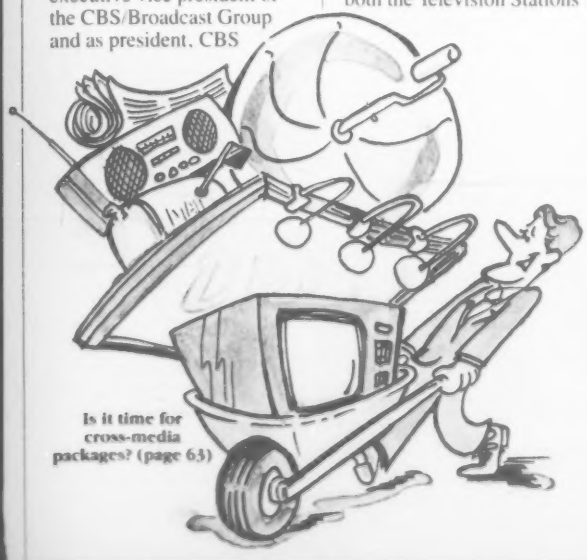
People for the American Way and the Media Access Project have filed a petition at the FCC seeking clarification on what constitutes "identifiable" sponsorship claims on negative campaign ads. The identification, they claim, is often "incomprehensible and imperceptible to viewers." Candidates should not benefit from FCC lowest unit charge policies, the petitioners propose, unless certain objective standards regarding duration and size of sponsorship tags are met.

71 / GOING TO COURT

In a case that could further define the First Amendment rights of cable operators, the Supreme Court has agreed to review an Arkansas case involving the constitutionality of a state sales tax on cable and satellite services.

73 / SMPTE STAGE IS SET

Digital and high-definition television technologies will dominate the technical sessions at the five-day Society of Motion Picture and Television Engineers Technical Conference and Equipment Exhibition in New York, Oct. 13-17.



Is it time for cross-media packages? (page 63)

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"Obviously we'd be elated" if the measure is dead for good, said a cautious Thomas Goodgame, president emeritus, Group W Television. It would have been "a major blow to this company." He added: "One never knows" if it will be raised again. He then said that he hopes he "never hears [talk of] a spectrum fee again."

Goodgame said it would have been "pure insanity" to base any fee on gross revenue, because it would have put a lot of broadcasters out of business. Besides, said Goodgame, the tax "would be a violation of the FCC intent" to grant licenses in "exchange for services rendered to the public."

Had the fee been adopted, said Steve Crane, president of Emmis Broadcasting, "it would have been quite adverse and, in some cases, devastating."

Crane said members of Congress who equated the spectrum tax with a user fee for natural resources were caught in a "wrongful analogy." So are those who compared broadcasters with some sort of public utility, he said. "Time on radio and television is very price sensitive, and price increases can't just be passed along as could a utility that was protected in a rate structure," he said.

Gary R. Chapman, president of LIN Broadcasting, said because 1990 "has not been a great year," the fee "would have been devastating." Revenue problems and "greater fragmentation" within most markets have drastically reduced profitability for many stations, he said. "There's always a chance" the issue will be raised again, he said, but "we'll continue with vigilance" to see that it is not.

Scott Ginsburg, president of Evergreen Media, said he was relieved, at least temporarily, that the proposed spectrum tax had been abandoned. "It would have greatly affected our bottom line," he said. "We have an admirable conversion factor from revenue to broadcast cash flow; and had advertising revenue been taxed at a 5% rate, it would have turned into a direct 5% expense."

"It is always an ugly spectre which is haunting us," said Shamrock Broadcasting's Bill Clark. "I don't know of anything we can do except continue to be extremely vigilant. In this case, justice is on our side thus far."

Clark said the industry pays its dues through public service obligations, performance and capital gains and regular income taxes. "There is no particular reason why we should be hit with something that would exempt other media with whom we compete for dollars," he said.

Richard Ferguson, president of New-City Communications, believes the issue should be debated thoroughly on a number of levels. The issue of the spectrum tax was thought up as a way to raise revenue, he said. "I'm not sure there was any discussion as to whether the spectrum should be taxed, and in what ways," said Ferguson, "or how it should be phased in."

Also not thought out, said Ferguson, was the effect the tax would have on broadcasters' ability to continue to stay in business. "If they passed that tax, many, many broadcasters would have gone out of business," he said. "It would have created a very short-sighted situation." Many broadcasters would simply not have been financially able to pay the tax, he said. "The idea of the tax," he said, "defies economic gravity. It would have brought the industry to its knees, and quite frankly, the industry is already wobbling along." —HAJ

CABLE RATINGS RISE IN THIRD QUARTER

Prime time ratings for 15 cable networks reporting figures for the third quarter show a 12.3% increase over the same period last year. The networks earned a combined 16.4 rating, up from a 14.6 last year.

A&E showed the largest increase, nearly doubling its prime time rating. The network attributed the increase to its programing and to scheduling that is less helter-skelter and more viewer-friendly and similar to that used by broadcasters.

For the second consecutive quarter, USA was the top-rated cable network. Despite lower than projected ratings for ESPN baseball, the MLB package still managed to increase that network's rating by 0.4 over last year's third quarter, and make it the number-two ranked channel.

WTBS(TV) Atlanta dipped 0.2 of a rating point, due, according to the network, to the Atlanta Braves' poor performance this season. And CNN's ratings were up, buoyed by its coverage of the Persian Gulf crisis.

On a full-day basis, the 15 reporting networks earned a 10.6 rating, up from the 9.7 turned in during the third-quarter of 1989.

Network	*Prime Time*				*Full Day*			
	2Q 90 Rating	*(HH)*	*2Q 89 Rating*	*(HH)*	*2Q 90 Rating*	*(HH)*	*2Q 89 Rating*	*(HH)*
USA	2.4	(1,279,000)	2.1	(1,035,000)	1.2	(639,000)	1.1	(532,000)
ESPN	2.3	(1,309,000)	1.9	(990,000)	0.9	(512,000)	0.8	(420,000)
WTBS	2.0	(1,116,000)	2.2	(1,115,000)	1.4	(787,000)	1.4	(699,000)
TNT	1.7	(824,000)	1.4	(434,000)	0.9	(446,000)	0.8	(264,000)
CNN	1.4	(766,000)	1.1	(553,000)	0.8	(460,000)	0.6	(309,000)
Lifetime	1.2	(597,000)	1.2	(523,000)	0.6	(300,000)	0.7	(312,000)
A&E	1.1	(503,000)	0.6	(225,000)	0.7	(312,000)	0.3	(115,000)
Nashville	1.0	(550,000)	0.9	(418,000)	0.5	(274,000)	0.4	(214,000)
Nick at Nite	0.9	(476,000)	1.0	(485,000)	0.5	(265,000)	0.5	(242,500)
Discovery	0.8	(429,000)	0.7	(321,000)	0.5	(232,000)	0.4	(187,000)
MTV	0.7	(367,000)	0.7	(337,400)	0.6	(314,000)	0.6	(289,200)
HL News	0.4	(195,000)	0.4	(153,000)	0.4	(176,000)	0.4	(145,000)
VH-1	0.3	(116,000)	0.3	(100,800)	0.2	(78,000)	0.2	(67,200)
FNN	0.2*	(68,000)	0.2	(38,300)	0.3	(103,000)	0.3	(94,200)
Nickelodeon	—	—	—	—	1.1	(582,000)	1.2	(533,500)

USA's prime time is 7-11 p.m. Discovery's full day is 9 a.m.-3 a.m.; Lifetime's is 7 a.m.-1 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m. A&E figures are the combined unit rating of its two programing blocks from 8 p.m. to 4 a.m. * initial data.

Continued from page 37

(for 12-15 runs over the life of its contracts) or just over $100 million total in its first cycle. With barter revenue added for three years (at a conservatively estimated $40,000-$60,000 per 30-second spot), approximately $60 million-$100 million could be added to TPS's coffers, according to the source.

Comparably, the source said that *Cosby* earned a benchmark $5 million per episode, and went for upwards of $250,000 per week in New York and Los Angeles. Columbia Television's *Married...with Children*, which went on the sales block earlier this year, secured an average $90,000 per week in those same markets.

Carol Martz, program director for Los Angeles independent KCOP-TV, a station that picked up *Cosby* for its first cycle in 1988, expressed concern that some stations may be willing to pay a weekly, rather than per episode, cash license fee, "forcing them to straightline costs over a five-year period, when the real plus is to amortize costs up front."

Barry emphasized that stations will "dictate" the price in each market and that the barter minute is implemented for a maximum of 3½ years, so TPS can "recoup its costs and maximize revenues for New World. If a station bids $1,000 or $10,000 per week, that will be the cash license and they will not be asked for extra dollars at any other time." ■

N.Y. URBAN UP, L.A. CHR DOWN IN SUMMER ARBITRON

Results of the summer 1990 Arbitron survey, released late last week, for the top 10 stations in the top 10 markets, adults 12-plus, Monday-Sunday, 6 a.m. to midnight, include:

■ New York: top-ranked, Urban WRKS(FM) continued to add to its 12-plus share, rising from 5.1 to 5.5 for summer. ■ Los Angeles: Soft-AC KOST(FM) continued in first, improving to 6.6; two top CHR's—KIIS-AM-FM and KPWR(FM)—declined .9 and .7, respectively. ■ Chicago: Top-ranked WGN(AM) and second place WGCI-FM both improved by .2. ■ San Francisco: KGO(AM) recouped much of its spring loss, finishing first at 7.0. ■ Philadelphia: All-news KYW(AM) jumped more than two full points to tie with AOR WMMR(FM) at 7.9. ■ Detroit: WJR(AM) continued its recovery from its winter '90 slump, finishing first with 8.9. ■ Dallas-Ft. Worth: KSCS(FM) and KPLX(FM), two top Country stations, both suffered slight declines, but kept top two slots with 8.3 and 7.2, respectively. ■ Boston: Red Sox fever helped edge WRKO(AM) into tie with CHR-oriented WXKS-FM for top slot with 7.0.

Station	Format	Spring '90	Summer '90
1. New York			
WRKS(FM)	Urban	5.1	5.5
WCBS-FM	Oldies	4.6	5.1
WLTW(FM)	Soft AC	4.1	5.1
WHTZ(FM)	CHR	4.6	4.8
WINS(AM)	News	4.3	4.4
WPAT-AM-FM	Easy	5.2	4.3
WQHT(FM)	CHR	4.0	4.2
WNEW-FM	AOR	3.9	4.1
WOR(AM)	Talk	3.9	4.0
WBLS(FM)	Urban	3.8	3.7
WNSR(FM)	Soft AC	3.7	3.7
2. Los Angeles			
KOST(FM)	Soft AC	6.2	6.6
KIIS-AM-FM	CHR	5.9	5.0
KABC(AM)	Talk	4.3	4.9
KPWR(FM)	CHR	5.0	4.3
KLOS(FM)	AOR	4.1	4.1
KWKW(AM)	Spanish	3.2	3.6
KBIG(FM)	AC	3.0	3.5
KOLZ(FM)	CHR	3.3	3.5
KROQ-FM	AOR	3.1	3.4
KFWB(AM)	News	3.3	3.1
KXEZ(FM)	Soft AC	3.4	3.1
3. Chicago			
WGN(AM)	MOR/Talk	8.0	8.2
WGCI-FM	Urban	7.7	7.9
WBBM-FM	CHR	4.4	5.2
WCKG(FM)	Classic rock	4.4	4.8
WLUP-FM	AOR	4.5	4.8
WYAZ-FM	Urban	5.2	4.4
WBBM-AM	News	4.6	4.1
WJMK-FM	Oldies	3.0	3.4
WKQX-FM	CHR	3.5	3.2
WNUA-FM	New AC	2.6	3.2
4. San Francisco			
KGO(AM)	News/Talk	6.2	7.0
KMEL-FM	CHR	5.4	5.3
KNBR(AM)	Talk/Sports	4.6	5.1
KCBS(AM)	News	4.3	4.8
KIOI(FM)	AC	3.2	3.8
KOIT-AM-FM	Soft AC	5.0	3.7
KSFO(AM)	Classic rock	2.7	3.4
KRQR(FM)	AOR	2.6	3.3
KFOG(FM)	AOR	2.6	3.2
KSOL(FM)	Urban	3.2	3.2
5. Philadelphia			
KYW(AM)	News	5.8	7.9
WMMR(FM)	AOR	8.2	7.9
WUSL(FM)	Urban	6.8	7.0
WYSP(FM)	Classic rock	6.4	6.8
WEAZ-FM	Adult rock	6.1	5.5
WIOQ(FM)	CHR	5.1	5.5
WOGL(FM)	Oldies	4.6	5.3
WPEN(AM)	Nostalgia	5.2	5.2
WEGX(FM)	CHR	4.9	4.5
WXTU(FM)	Country	4.8	4.3
6. Detroit			
WJR(AM)	MOR/News/Talk	8.5	8.9
WJLB(FM)	Urban	6.7	7.3
WHYT(FM)	CHR	5.1	5.3
WWJ(AM)	News	4.6	5.1
WJOI(FM)	Easy	3.8	4.8
WJZZ(FM)	Jazz	4.0	4.1
WKQI(FM)	CHR	4.8	4.1
WDFX(FM)	CHR	3.1	4.0
WWWW(FM)	Country	4.1	4.0
WLTI(FM)	AC	5.7	3.9
WOMC(FM)	Oldies	3.2	3.9
7. Dallas-Ft. Worth			
KSCS(FM)	Country	8.6	8.3
KPLX(FM)	Country	7.4	7.2
KVIL-AM-FM	AC	6.9	6.9
KKDA-FM	Urban	5.7	5.8
WBAP-AM	Country	5.8	5.8
KRLD-AM	News/Sports	4.2	5.4
KHYI-FM	CHR	4.7	4.9
KTXQ(FM)	AOR	4.4	4.9
KJMZ(FM)	Urban	4.6	3.7
KEGL(FM)	CHR	3.9	3.4
KLUV(FM)	Oldies	3.5	3.4
8. Boston			
WRKO(AM)	Talk	6.9	7.0
WXKS-FM	CHR	7.2	7.0
WZOU(FM)	CHR	7.4	6.9
WBCN(FM)	AOR	7.1	5.8
WMJX(FM)	AC	4.0	5.2
WBZ(AM)	AC	5.9	5.1
WZLX(FM)	Classic rock	3.9	4.9
WODS(FM)	Oldies	4.1	4.8
WSSH-FM	Easy	3.6	4.1
WEEI(AM)	News	3.4	3.8
WJIB(FM)	Soft AC	4.6	3.8
9. Washington			
WPGC-FM	CHR	6.8	7.5
WKYS(FM)	Urban	6.3	6.6
WMZQ-AM-FM	Country	6.3	6.5
WGAY(FM)	Easy	7.1	5.9
WASH(FM)	AC	4.2	5.1
WMAL(AM)	News/Talk	5.1	5.1
WCXR(FM)	Classic rock	3.9	4.3
WWDC-FM	AOR	2.9	4.3
WTOP(AM)	News	3.8	3.7
WAVA(FM)	CHR	4.2	3.6
WHUR(FM)	Urban	3.9	3.6
10. Houston			
KILT-FM	Country	7.3	8.6
KIKK-FM	Country	7.7	7.5
KMJQ(FM)	Urban	7.8	7.2
KLOL(FM)	AOR	7.4	6.2
KTRH(AM)	News	4.6	5.9
KKBQ-AM-FM	CHR	5.2	4.7
KZFX(FM)	Classic rock	3.7	4.2
KQUE(FM)	Nostalgia	3.3	4.1
KODA(FM)	Soft AC	4.0	4.0
KRBE-FM	CHR	4.4	3.9

RATINGS ROUNDUP

After suffering a first-week-of-the-season defeat at the hands of CBS two weeks ago, NBC rebounded and won last week, a week uncharacteristically influenced by PBS programming. For the week of Sept. 24-30, NBC averaged a 12.9 rating and 22 share, followed by CBS which had another strong week, averaging a 12.3/21, while ABC was third again with a 12.6/21. The five top-rated shows for the week were *Cheers* (NBC), *60 Minutes* (CBS), *The Cosby Show* (NBC), *Murphy Brown* (CBS) and *Golden Girls* (NBC) and *Designing Women* (CBS) tied for fifth.

PBS's *The Civil War* a 12-hour documentary averaged a 9.0/13 over its five nights of Sept. 23-27. In doing so, the historical retrospective outperformed such new, highly touted series as CBS's *Family Man* (7.2/14) *Lenny* (6.9/12) and *E.A.R.T.H. Force* (6.0/11), and NBC's *Lifestories* (6.4/10) and *Hull High* (6.1/11) among others.

Week 2 **Sept. 24–Sept. 30**

1st column tells rank, 2nd column tells position compared to last week, ▼ Down in rank from last week, ▲ Up in rank from last week, ■ Premiere broadcast, 3rd column tells rating, 4th column tells network, 5th column tells show.

1		19.7/31	N	Cheers
2	▲	19.6/35	C	60 Minutes
3	▲	18.4/31	N	Cosby
4	▲	18.2/27	C	Murphy Brown
5	▼	18.1/27	C	Designing Women
5	▲	18.1/34	N	Golden Girls
7	▼	17.6/26	A	Roseanne
8	▲	17.4/33	N	Empty Nest
9	▲	17.2/27	A	Amer. Funniest Videos
10	▼	17.1/27	N	A Different World
11	▲	17.0/27	C	Murder, She Wrote
12	▼	16.6/26	C	Major Dad
13	▲	16.5/25	A	Amer. Funniest People
14	▲	16.2/25	N	Matlock
15	▲	15.9/26	A	Who's the Boss?
16	▼	15.8/25	A	Growing Pains
17	▼	15.7/24	A	Doogie Howser, M.D.
18	▲	15.6/24	A	Head Of The Class
19	▼	15.4/26	N	Heat Of The Night
20	▼	15.3/25	N	Unsolved Mysteries
21	▼	14.9/23	C	Wife:Murder:Boston
22	■	14.8/22	A	Coach
22	▼	14.8/25	A	Wonder Years
24	▲	14.7/24	N	Movie:Perry Mason
25	▲	14.5/22	F	Married...With Children
26	▲	14.3/26	A	Family Matters
26	▲	14.3/23	N	Fresh Prince Of Bel Air
28	▲	14.2/28	N	Carol & Company
28	▼	14.2/25	C	Knots Landing
30	▼	14.0/23	C	Movie:Face Of Fear
30		14.0/27	A	Full House
30	▲	14.0/22	N	Movie:Casey's Gift
33	▼	13.9/24	A	Monday Night Football
34	▲	13.7/22	C	Rescue: 911
35		13.6/23	N	Tonight Show 28th Anniv.
36	▼	13.0/20	C	Jake and The Fatman
37	▼	12.6/20	A	Married People
37	▼	12.6/20	C	Uncle Buck
39	▲	12.5/22	N	Hunter
40	▼	12.4/21	C	Trials Of Rosie O'Neill
41	▲	12.2/20	A	Movie:Twin Peaks
41	■	12.2/22	A	Perfect Strangers
43	▲	11.6/19	F	In Living Color
43	▲	11.6/22	A	20/20
45	■	11.4/21	N	Night Court
46		11.3/18	C	Candid Camera Spec.
46	■	11.3/19	A	thirtysomething
48	▲	11.2/17	N	Ferris Bueller
48	▼	11.2/18	C	Flash
50		10.9/17	N	Fanelli Boys
51	▲	10.7/23	N	American Dreamer
52	▲	10.5/17	N	Dear John
52	▼	10.5/20	A	Going Places
52	▼	10.5/18	A	Macgyver
52		10.5/19	C	Mike Wallace
56	■	10.3/19	A	Cop Rock
56	▲	10.3/16	F	Get A Life
58	■	10.1/16	F	Good Grief
59	▼	10.0/19	C	Movie:Coins Fountain
60	■	9.9/19	N	Midnight Caller
61	▼	9.7/18	C	Evening Shade
61	▼	9.7/16	A	Father Dowling
61		9.7/15	A	Gabriel's Fire
64	▼	9.6/18	N	Working It Out
65	▼	9.5/19	A	Young Riders
66	■	9.4/18	N	Wings
67	■	9.2/17	C	Bagdad Cafe
68	▼	9.0/16	A	Primetime Live
69	▼	8.9/16	A	Life Goes On
69		8.9/15	C	Top Cops Spec.
71	▼	8.7/17	N	Parenthood
72	■	8.4/16	N	Quantum Leap
73	▼	8.2/16	C	Hogan Family
73	▼	8.2/14	F	Simpsons
75	▼	7.7/16	C	48 Hours
76	■	7.6/14	A	China Beach
77	▼	7.2/14	C	Family Man
78	▼	6.9/12	C	Lenny
79	▼	6.6/11	C	Doctor, Doctor
80	■	6.4/10	N	Lifestories
81		6.3/13	A	Cop Rock Spec.
82	▼	6.1/10	F	Babes
82	■	6.1/11	N	Hull High
82	▼	6.1/10	F	Parker Lewis
85	▼	6.0/11	C	E.A.R.T.H. Force
86	▼	5.5/10	F	True Colors
87	▼	5.3/10	F	Amer. Most Wanted
88	▼	2.6/5	F	Amer. Chronicles
88	▼	5.2/10	F	Cops
89	■	4.7/7	F	Movie:The Sure Thing
90	▼	4.4/9	F	Totally Hidden Video
91	▼	4.3/7	F	Against The Law
92	▼	3.9/7	F	DEA

FREEZE FRAMES: Syndication Scorecard *

Week ended Sept. 23

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.7	219	98
2	Jeopardy! (King World)	11.9	216	98
3	Oprah Winfrey (King World)	8.4	222	99
4	Star Trek: Next Generation (Paramount)	8.3	231	98
5	Entertainment Tonight (Paramount)	7.8	158	95
6	Current Affair (20th Century Fox TV)	7.7	189	95
7	Cosby Show (Viacom)	7.6	206	98
8	Wheel of Fortune, wknd. (King World)	6.7	176	83
9	Donahue (Multimedia)	5.8	231	98
10	Inside Edition (King World)	5.6	125	81
11	Tale Spin (Buena Vista)	4.8	170	96
12	Geraldo (Tribune)	4.6	150	95
13	Current Affair Spec. (20th Century Fox TV)	4.5	172	90
13	Hard Copy (Paramount)	4.5	151	89
15	Chip 'N' Dale (Buena Vista)	4.4	182	94
15	Sally Jessy Raphael (Multimedia)	4.4	186	95

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WYOC(FM) High Springs, Fla. □ Sold by Country Broadcasting Co. to Santa Fe Wireless Inc. for $800,000. Price includes $175,000 cash at closing, $525,000 interest-bearing note at 10% and $100,000 for 100-month noncompete covenant. Station went on air in January 1984. **Seller** is owned by Baxter Forrester, who has no other broadcast interests. **Buyer** is headed by Tom and Beth Kenney, husband and wife, and has no other broadcast interests. WYOC has C&W format on 104.9 mhz with 1.6 kw and antenna 450 feet. *Broker: Doyle Hadden.*

WFFG(AM)-WMUM(FM) Marathon, Fla. □ Sold by Marathon Wireless Communications Inc. and Breeze 94 Inc. to The Great Marathon Radio Co. for $750,000. Price includes $310,000 cash at closing, $240,000 noninterest-bearing note and $200,000 for consulting agreement. WFFG was acquired in February 1980. WMUM went on air in December 1976. **Sellers** are headed by John F. Thacker; June I. Thacker, and William G. Evans and have no other broadcast interests. **Buyer** is headed by Joseph P. and Jason W. Nascone and has no other broadcast interests. WFFG is fulltimer with country format on 1300 khz with 2.5 kw. WMUM has beautiful music format on 94.3 mhz with 3 kw and antenna 160 feet.

WSCR(AM) Scranton and WBCR(AM) Wilkes-Barre, both Pennsylvania □ Sold by Gore-Overgaard Broadcasting Inc. to Source Communications Inc. for $400,000. Price includes $100,000 cash at closing and $300,000 interest-bearing note. Stations were acquired in September 1988 and July 1989 for $250,000 and $125,000, respectively. **Seller** is headed by Harold W. Gore and Cordell J. Overgaard and has interests in WTAC(AM) Flint, Mich.; WTMR(AM) Camden, N.J., and WRDZ(AM) Cleveland. **Buyer** is headed by Scott B. Korb and James J. Blumer Jr. and has no other broadcast interests. WSCR has religious format on 1320 khz with 1 kw day and 500 w night. WBCR is fulltimer with MOR format on 1340 khz with 1 kw.

KNVO(TV) McAllen, Tex. Sold by Mundovision Broadcasting Co. to Valley Channel 48 Inc. for $500,000. Price includes $400,000 cash at closing and $100,000 noninterest-bearing note. Station is not on air. **Seller** is headed by Gloria and Michael Stromberg and has no other broadcast interests. **Buyer** is headed by Billy B. and Rosalie Goldberg, husband and wife, Mitchel Levy and Thomas R. Matthews. Matthews has interests in 21st Century Corp. and Mundovision Broadcasting. Billy Goldberg has interests in Southwest Multimedia Corp., licensee of KVEO-TV Brownsville, KPEJ(TV) Odessa, KWKT(TV) Waco, all Texas, and KMSS-TV Shreveport, La.; Balcones Broadcasting Ltd. is permittee of KCFP(TV) Austin, Tex. KNVO is independent on ch. 48 with 5,000 kw visual and antenna 650 feet.

KQFX(FM) Georgetown, Tex. (Austin) □ Sold by Red River Broadcasting to KHFI Venture Ltd. for $3.85 million. Station was purchased with WTRG(FM) Rocky Mount, N.C. (Raleigh) for $13.1 million ("Changing Hands," May 14). **Seller** is headed by Tom Joyner, president of Joyner Broadcasting, licensee of WZFX(FM) Whiteville, N.C. (Fayetteville); WROV-AM-FM Roanoke, Va., and WTFX(FM) Watertown, Wis. (Madison). **Buyer** is headed by Jay Jones, who is president of Rusk Corp., which has interest in KWES(FM) Odessa, KTRH(AM)-KLOL(FM) Houston and KSMG(FM) Senguin, all Texas. KQFX is on 96.5 mhz with 100 kw and antenna 930 feet. *Broker: Charles Giddens.*

WTBM(FM) Mexico, Me. Sold by Tansit Broadcasting Inc. to Richard D. Gleason for $300,000. Station went on air in September 1988. **Seller** is headed by T. Barton Carter, who is licensee of new FM's at Pittsfield and Madison, both Maine. **Buyer** owns WOXO(FM) Norway, WKTQ(AM) South Paris and WTME(AM) Auburn, all Maine. WTBM(FM) has country and AOR formats on 100.7 mhz with 3 kw and antenna 1,125 feet. *Broker: New England Media Inc.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$2,169,015** □ **8**
FM's □ **$1,066,010** □ **6**
AM-FM's □ **$755,000** □ **5**
TV's □ **$500,000** □ **3**
Total □ **$4,490,025** □ **20**

Year to Date:
AM's □ **$88,056,068** □ **224**
FM's □ **$420,591,793** □ **206**
AM-FM's □ **$336,935,640** □ **185**
TV's □ **$792,841,900** □ **81**
Total □ **$1,638,425,401** □ **696**

For 1989 total see Feb. 5, 1990 BROADCASTING.

ests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr., and has no other broadcast interests. Action Sept. 20.

■ **KSCH-TV Stockton, CA** (BTCCT900425KM; ch. 58; 5000 kw-V; ant. 1,890 ft.)—Granted app. of assignment of license from Pegasus Broadcasting of Augusta, GA to General Electric Capital Corp. Deal includes WJBF(TV) Augusta, GA and WAPA-TV San Juan, PR. Seller is headed by Christopher J. Brennan and Terry R. Sans and has interest in KCAP(AM)-KZMT(FM) Helena, MT. Buyer is headed by John F. Welch Jr., Lawrence A. Bossidy Jr., Edward E. Hood Jr., John M. Trani, John A. Urquhart Sr. and Paul W. Van Orden, and is subsidiary of General Electric (GE). GE owns National Broadcasting Co. (NBC), licensee WNBC-TV New York; WRC-TV Washington; WMAQ-TV Chicago; WKYC-TV Cleveland; KNBC-TV Los Angeles; KCNC-TV Denver, and WTVJ-TV Miami. Action Sept. 11.

■ **KSPK(FM) Walsenburg, CO** (BALH900702GK; 102.3 mhz; 1.9 kw; ant. 377 ft.)—Granted app. of assignment of license from Hargrave Broadcasting Co. to Mainstreet Broadcasting Co. of Colorado Inc. for $275,000. Seller is headed by Charles M. and Cindi Johnson Hargrove. Buyer is headed by Elliot H. Weir Jr. and Tom E. Greene III, and has no other broadcast interests. Action Sept.12.

■ **WKEN(AM) Dover, DE** (BTC900717EE; 1600 khz; 5 kw-D, 1 kw-N.)—Granted app. of assignment of license from First State Broadcasting Inc. to Rosemary P. Farley for $1. Seller is headed by Joseph P. Farley Sr. and Paul Teevan, and has no other broadcast interests. Buyer is 50% voting shareholder of Blue Hen Broadcasting Inc., licensee of WAMS(AM) Wilmington, DE. Action Sept. 20.

■ **WDKC(AM) Fort Pierce, FL** (BAL900824EA; 1330 khz; 5 kw-D, 1 kw-N)—Dismissed app. of assignment of license from Treasure Coast 1330 Corp. to Indian River Wireless Inc. for $425,000. Seller is headed by Edward G. Enns, Bruce R. Abernethy, Michael J. Brown, Richard K. Davis, Maltby F. Watkins, Frank H. Fee III and Richard B. Hellstrom, and has no other broadcast interests. Buyer is headed by Dennis R. Linsin and Jeffrey C. Hennig, and has no other broadcast interests. Action Sept. 24.

■ **WJHG-TV Panama City, FL** (BTCCT900725KI; ch. 7; 316 kw-V; ant. 870 ft.)—Dismissed app. of assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations (includes WALB[TV] Albany and KTVE[TV] El Dorado, AR). Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr. and has no other broadcast interests. Action Sept. 20.

■ **WALG(AM)-WKAK(FM) Albany, GA** (AM: BAL900810EC; 1590 khz; 5 kw-D, 1 kw-N; FM: BALH900810ED; 101.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Platinum Broadcast Ltd. to Radio One - WKAK Inc. for $1,255,200. Seller is headed by Ilene Berns and has no other broadcast interests. Buyer is headed by Dan Rouse, Bob Roddy and Dave Cobb, and has no other broadcast interests. Action Sept. 21.

■ **WALB-TV Albany, GA** (BTCCT900725KH; ch. 1 mhz; 316 kw-V; ant. 964 ft.)—Dismissed app. of assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr. Gray is president and director of Gray Communications Systems Inc. Filed July 25.

■ **WBEZ(FM) Chicago, IL** (BALED900727HV; 91.5 mhz; 8.3 kw; ant. 1,180 ft.)—Granted app. of assignment of license from City of Chicago Board of Education to The WBEZ Alliance Inc. for no financial considerations. Seller is headed by James Compton and has no other broadcast interests. Buyer is headed by Allan Arlow, Carole R. Nolan, Robert Einberge Kay W. McCurd, V. Timothy Goodsel, Wendy Posner and D. John Ayers, and has no other broadcast interests. Action Sept. 18.

■ **WPRT(AM)-WXKZ(FM) Prestonsburg, KY** (AM: BTC900723GE; 960 khz; 5 kw-D. FM: (BTCH900723GF; 105.5 mhz; 1.7 kw; ant. 390 ft.)—Granted app. of assignment of license from Ed Walters Management Inc. to Jeffrey L. Meek and Arnold L. Meek for $300,000. Seller is headed by Ed Walters and has no other broadcast interests. Buyers have no other broadcast interests. Action Sept. 17.

■ **WXOK(AM) Baton Rouge, LA** (BAL900119EC; 1460 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from Winnfield Life Broadcasting Corp. to Citywide Broadcasting Corp. $1 million. Seller is headed by Ben D. Johnson and has no other broadcast interests. Buyer is headed by Peter Moncrieffe and Willie E. Tucker and is licensee of KQXL-FM New Roads, LA. Action Sept. 20.

■ **KJEZ(FM) Poplar Bluff, MO** (BALH900801GL; 95.5 mhz; 100 kw; ant. 860 ft.)—Granted app. of assignment of license from K-W Broadcasting Inc. to ACI Broadcasting of Poplar Bluff Inc. for $900,000. Seller is headed by Truman J. and Robyn S. Walker, husband and wife, and has no other broadcast interests. Buyer is headed by Vincent A. King, John W. Titus, William A. Pitney and John W. Perdue Jr., and has no other broadcast interests. Action Sept. 20.

■ **WJCS(FM) Bayboro, NC** (BAPH900716HJ; 97.9 mhz; 3 kw; ant. 312 ft.)—Granted app. of assignment of license from Theresa Schreiber, et al., to Spartan Broadcasting Inc. for no financial considerations. Transfer is part of reorganization of company. Sellers have interests in Spartan Broadcasting. Buyer is headed by Edward L. Bolding, S. Paul Schreiber, Edward L. Bolding, J. Thomas Moore, and have interest in WJCS(FM). Action Sept. 17.

■ **WFNV(AM) Campbell, OH** (BTC900726EH; 1330 khz; 0.50 kw-D)—Granted app. of assignment of license from WVBR Inc. to Raymond D. Travaglini and Sandy B. Petruso for $130,000. Seller is headed by Michael F. Perry. Buyer has no other broadcast interests. Action Sept. 24.

■ **WVOZ-AM San Juan, PR** (BAPL900405ED; 870 khz; 10 kw-U)—Granted app. of ssignment of license from Continental Broadcasting Corp. to Aerco Broadcasting Corp. for $800,000. Seller is headed by Pedro Roman Collazo, who has interest in Southwestern Broadcasting Co., licensee of WBOZ(AM) Sabana Grande and WBOZ(FM) Hormigueros, both Puerto

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.